## **ORDER**

Orders Order / Rev: 706669 06278655 Alt Order #: OBAMA FOR AMERICA Product Desc: WKYC Estimate: 1537 10/16/12 - 10/22/12 Flight Dates: Primary AE: Joe Knauer Sales Office: Original Date / Rev: 09/20/12 / 09/20/12 T-WAS Order Type: Political Sales Region: NAT Greer Margolis Mitchell/ Pol Agency Name: **Buying Contact:** Billing Type: Cash Billing Contact: Billing Calendar: Broadcast 3050 K St NW Billing Cycle: WEEKLY Washington, DC 20007 Agency Commission: 15% Advertiser Name: Obama/D/President Demographic: A35+ New Business Thru: **Product Codes:** PL-Presidential, Political, PL-Federal Order Separation: 00:15:00 Priority: P-5 Advertiser External ID: Revenue Codes: AGY, GEN, POL Agency External ID:

**Totals** 

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/15/12	10/21/12	195	\$109,625.00	\$93,181.25
10/22/12	10/28/12	36	\$19.200.00	\$16.320.00

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	231	\$128,825.00	\$109,501.25	0.00
Totals	231	\$128.825.00	\$109.501.25	0.00

## **Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Joe Knauer			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End T	ime Days	Len Spo	ts	Rate Pri	Rtg Type	Spots	Amount
1	WKYC	10/16/12	2 10/19/12	Days of Our Lives Days of Our Lives		1p-2p	- TWTF	:30	8	\$200.00 P-5	0.00 NM	8	\$1,600.00
V	<u>Staı</u> /eek: 10/		End Date 10/21/12	<u>Weekdays</u> - TWTF	Spots/Week 8	Rate \$200.00	Rating 0.00						
2	WKYC	10/16/12	2 10/19/12	M-F 10-11a M-F 10-11a	CM	10a-11a	- TWTF	:30	4	\$100.00 P-5	0.00 NM	4	\$400.00
V	<u>Staı</u> /eek: 10/		End Date 10/21/12	<u>Weekdays</u> - TWTF	Spots/Week 4	Rate \$100.00	Rating 0.00						
3	WKYC	10/16/12	2 10/19/12	Tonight Show Tonight Show	СМ	1135p-1237a	- TWTF	:30	7	\$450.00 P-5	0.00 NM	7	\$3,150.00
W	<u>Staı</u> /eek: 10/		End Date 10/21/12	<u>Weekdays</u> - TWTF	Spots/Week 7	<u>Rate</u> \$450.00	Rating 0.00						
4	WKYC	10/16/12	2 10/19/12	M-F 10-11a M-F 10-11a	СМ	10a-11a	- TWTF	:30	8	\$100.00 P-5	0.00 NM	8	\$800.00
W	<u>Staı</u> /eek: 10/		End Date 10/21/12	<u>Weekdays</u> - TWTF	Spots/Week 8	<u>Rate</u> \$100.00	Rating 0.00						
5	WKYC	10/16/12	2 10/19/12	Late Night Late Night w/Jimn	CM ny Fallon	1237a-136a	- TWГF	:30	4	\$150.00 P-5	0.00 NM	4	\$600.00
W	<u>Staı</u> /eek: 10/		End Date 10/21/12	Weekdays - TWTF	Spots/Week 4	Rate \$150.00	Rating 0.00						
6	WKYC	10/16/12	2 10/19/12	M-F 11a-1230p 11a-1230p	СМ	11a-1230p	- TWГF	:30	7	\$200.00 P-5	0.00 NM	7	\$1,400.00
W	Star /eek: 10/		End Date 10/21/12	Weekdays - TWTF	Spots/Week 7	Rate \$200.00	Rating 0.00						

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Order / Rev: 706669 Advertiser: Obama/D/President

Alt Order #: 06278655 Product Desc: OBAMA FOR AMERICA WKYC

Flight Dates: 10/16/12 - 10/22/12 Estimate: 1537

Ln Ch	Start	End	Inventory Code	Break	Start/End	Γime Days	Len Sp	oots	Rate Pri	Rtg Type	Spots	Amount
7 WK	YC 10/16/	12 10/19/12	Last Call Last Call w/Carso	CM on Daly	135a-205a	- TWTF	:30	4	\$50.00 P-5	0.00 NM	4	\$200.00
	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating						
	10/15/12 YC 10/16/	10/21/12 12 10/19/12	- TWTF M-F 2-3p	CM	\$50.00 2-3p	0.00 - TWTF	:30	8	\$200.00 P-5	0.00 NM	8	\$1,600.00
			Rachel Ray		·				,			, ,
	Start Date 10/15/12	End Date 10/21/12	<u>Weekdays</u> - TWTF	Spots/Week 8	Rate \$200.00	Rating 0.00						
9 WK	YC 10/16/	12 10/19/12	M-F 3-4p The Doctors	СМ	3р-4р	- TWTF	:30	8	\$200.00 P-5	0.00 NM	8	\$1,600.00
	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating						
	10/15/12 YC 10/16/	10/21/12 12 10/19/12	- TWTF M-F 4-5p	CM	\$200.00 4p-5p	0.00 - TWTF	:30	8	\$300.00 P-5	0.00 NM	8	\$2,400.00
			Ellen Degeneres				.00	Ü	φοσοίσοι σ	0.00 1411		φ2, 100.00
	Start Date 10/15/12	End Date 10/21/12	<u>Weekdays</u> - TWTF	Spots/Week 8	Rate \$300.00	Rating 0.00						
11 WK	YC 10/16/	12 10/19/12	M-F 430a-5a 430a News	СМ	430a-5a	- ТWГF	:30	4	\$50.00 P-5	0.00 NM	4	\$200.00
	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating						
	10/15/12 VC 10/16/	10/21/12 12 10/19/12	- TWTF M-F 5-6a	CM	\$50.00 5a-6a	0.00 - TWTF	:30	8	\$50.00 P-5	0.00 NM	8	\$400.00
12 VVIC	10/10/		Channel 3 News	_	<i>3a 0a</i>	1 1111	.50	O	ψ30.001-3	0.00 14101		ψ+00.00
	Start Date 10/15/12	End Date 10/21/12	<u>Weekdays</u> - TWTF	Spots/Week 8	<u>Rate</u> \$50.00	Rating 0.00						
13 WK	YC 10/16/	12 10/19/12	•	СМ	5p-6p	- TWTF	:30	8	\$500.00 P-5	0.00 NM	8	\$4,000.00
	Start Date	End Date	Dr. Phil Weekdays	Spots/Week	Rate	Rating						
	10/15/12 VC 10/16/	10/21/12	- TWTF M-F 6-630p	CM	\$500.00 6p-630p	0.00 - TWTF	:30	7	\$750.00 P-5	0.00 NM	7	\$5,250.00
14 VVK	10/10/	12 10/19/12	Channel 3 News		op-osop	- 1 W11 <sup>-</sup>	.30	,	\$750.00 P-5	U.UU INIVI	,	φ5,250.00
	Start Date 10/15/12	End Date 10/21/12	<u>Weekdays</u> - TWTF	Spots/Week 7	<u>Rate</u> \$750.00	Rating 0.00						
15 WK	YC 10/16/	12 10/19/12		CM	6a-7a	- ТWГF	:30	10	\$400.00 P-5	0.00 NM	10	\$4,000.00
	Start Date	End Date	Channel 3 News Weekdays	Spots/Week	Rate	Rating						
	10/15/12	10/21/12 12 10/19/12	- TWTF Nightly News	10 CM	\$400.00 M-Su 6:28p-	0.00 -7p - TWTF	:30	7	\$1,500.00 P-5	0.00 NM	7	\$10,500.00
10 VVK	10/10/	12 10/19/12	Nightly News	Civi	W-30 0.20p	-7ρ -1WIF	.30	,	φ1,300.00 F-3	U.UU INIVI	,	\$10,500.00
	Start Date 10/15/12	End Date 10/21/12	<u>Weekdays</u> - TWTF	Spots/Week 7	Rate \$1,500.00	Rating 0.00						
		12 10/19/12	M-F 7-730p	CM	7-730p	- TWTF	:30	7	\$750.00 P-5	0.00 NM	7	\$5,250.00
	Start Date	End Date	Channel 3 News Weekdays	Spots/Week	Rate	Rating						
	10/15/12 VC 10/16/	10/21/12 12 10/19/12	- TWTF M-F 7-9a Today	CM	\$750.00 7a-9a	0.00 - TWTF	:30	20	\$400.00 P-5	0.00 NM	20	\$8,000.00
10 WK	10/10/	12 10/19/12	Today Show	Civi	7 a-9a	- 1 W11'	.30	20	φ400.00 F-3	0.00 INIVI	20	φο,000.00
	Start Date 10/15/12	End Date 10/21/12	Weekdays - TWTF	Spots/Week 20	Rate \$400.00	Rating 0.00						
19 WK	YC 10/16/	12 10/19/12		CM	730-8p	- TWTF	:30	4	\$750.00 P-5	0.00 NM	4	\$3,000.00
	Start Date	End Date	Entertainment To Weekdays	Spots/Week	Rate	Rating						
	10/15/12 VC 10/16/	10/21/12	- TWTF M-F 9-10a Today	II CM	\$750.00 9a-10a	0.00 - TWTF	:30	8	\$200.00 P-5	0.00 NM	8	¢1 600 00
ZU VVK	10/10/	12 10/19/12	Today Show II	ii Civi	3a-10a	- 1WIF	.30	0	φ∠00.00 Γ-3	U.UU INIVI	0	\$1,600.00
	Start Date 10/15/12	End Date 10/21/12	<u>Weekdays</u> - TWTF	Spots/Week 8	Rate \$200.00	Rating 0.00						
			Fri Prime C	СМ	10-11p	F	:30	1	\$1,500.00 P-5	0.00 NM	1	\$1,500.00
	Start Date	End Date	Fri Prime C <u>Weekdays</u>	Spots/Week	Rate	Rating						
	_	_		_	-							

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Order / Rev: 706669 Advertiser: Obama/D/President

Alt Order #: 06278655 Product Desc: OBAMA FOR AMERICA WKYC

Flight Dates: 10/16/12 - 10/22/12 Estimate: 1537

Ln Ch	Start	End	Inventory Code	Break	Start/End	Γime D	ays	Len Sp	pots	Rate Pri	Rtg Type	Spots	Amount
21 WKYC	10/19/1	2 10/19/12	Fri Prime C Fri Prime C	СМ	10-11p	= =	F	:30	1	\$1,500.00 P-5	0.00 NM	1	\$1,500.00
Start Week: 10/1	Date 5/12	End Date 10/21/12	Weekdays	Spots/Week	Rate \$1,500.00	Rating 0.00							
22 WKYC			Fri Prime B Fri Prime B	СМ	9-10p		F	:30	1	\$1,500.00 P-5	0.00 NM	1	\$1,500.00
Start Week: 10/1	Date 5/12	End Date 10/21/12	Weekdays	Spots/Week 1	Rate \$1,500.00	Rating 0.00							
23 WKYC	10/22/1	2 10/22/12	Mon Prime C Mon Prime C	CM	10-11p	M-		:30	1	\$2,200.00 P-5	0.00 NM	1	\$2,200.00
Start Week: 10/2	Date 2/12	End Date 10/28/12	Weekdays M	Spots/Week 1	Rate \$2,200.00	Rating 0.00							
24 WKYC	10/22/1	2 10/22/12	Mon Prime Other Monday Prime O		Various (8:00 PM-10			:30	1	\$5,000.00 P-5	0.00 NM	1	\$5,000.00
Start Week: 10/2	Date 2/12	End Date 10/28/12	Weekdays M	Spots/Week	Rate \$5,000.00	Rating 0.00							
25 WKYC			EN (Sa-Su) Early News (Sa-S	CM	6P-7P Sa/S (6:00 PM-6:	u	SS	:30	4	\$500.00 P-5	0.00 NM	4	\$2,000.00
Start Week: 10/1	Date 5/12	End Date 10/21/12	Weekdays	Spots/Week 4	Rate \$500.00	Rating 0.00							
26 WKYC			Sat 1030a-11a Sat 1030-11a	СМ	Sat 1030-11		S-	:30	1	\$100.00 P-5	0.00 NM	1	\$100.00
Start Week: 10/1	Date 5/12	End Date 10/21/12	Weekdays	Spots/Week	Rate \$100.00	Rating 0.00							
27 WKYC	10/20/1	2 10/20/12	Notre Dame Foot		Notre Dame	Footb	S-	:30	1	\$800.00 P-5	0.00 NM	1	\$800.00
Start Week: 10/1	Date 5/12	End Date 10/21/12	Weekdays	Spots/Week 1	Rate \$800.00	Rating 0.00							
28 WKYC	10/20/1	2 10/20/12	630A-7A Chris Matthews S	CM Show	630a-7a		S-	:30	1	\$200.00 P-5	0.00 NM	1	\$200.00
Start Week: 10/1	Date 5/12	End Date 10/21/12	Weekdays	Spots/Week	Rate \$200.00	Rating 0.00							
29 WKYC	10/20/1	2 10/20/12	Sat 7-8p Sat 7-8p	СМ	7-8p		S-	:30	2	\$400.00 P-5	0.00 NM	2	\$800.00
Start Week: 10/1	Date 5/12	End Date 10/21/12	Weekdays S-	Spots/Week 2	Rate \$400.00	Rating 0.00							
30 WKYC	10/20/1	2 10/20/12	SAT TDY NBC Today Show	CM v (Sa)	7a-9a		S-	:30	2	\$350.00 P-5	0.00 NM	2	\$700.00
Start Week: 10/1	Date 5/12	End Date 10/21/12	Weekdays	Spots/Week 2	Rate \$350.00	Rating 0.00							
31 WKYC	10/20/1	2 10/20/12	Sat Prime A 8-9p	СМ	8-9p (8:00 PM-9:0		S-	:30	1	\$900.00 P-5	0.00 NM	1	\$900.00
Start Week: 10/1	Date 5/12	End Date 10/21/12	Weekdays S-	Spots/Week	Rate \$900.00	Rating 0.00							
32 WKYC			Sat 9-1030a Channel 3 News	CM 9am Sat	9a-1030a		S-	:30	3	\$350.00 P-5	0.00 NM	3	\$1,050.00
Start Week: 10/1	Date 5/12	End Date 10/21/12	Weekdays	Spots/Week	Rate \$350.00	Rating 0.00							
			Sat Prime B Sat Prime B	СМ	9-10p (9:00 PM-10		S-	:30	1	\$900.00 P-5	0.00 NM	1	\$900.00
Start Week: 10/1	Date 5/12	End Date 10/21/12	Weekdays S-	Spots/Week 1	Rate \$900.00	Rating 0.00							
		2 10/21/12	Meet the Press Meet the Press	СМ	1030a-1130	a	S	:30	1	\$1,500.00 P-5	0.00 NM	1	\$1,500.00
Start Week: 10/1	<u>Date</u> 5/12	End Date 10/21/12	Weekdays S	Spots/Week 1	Rate \$1,500.00	Rating 0.00							
35 WKYC	10/21/1	2 10/21/12	Browns Tonight Browns Tonight	СМ	Browns Ton	ight	S	:30	1	\$950.00 P-5	0.00 NM	1	\$950.00
Start	Date	End Date	Weekdays	Spots/Week	Rate	Rating							

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Order / Rev: 706669 Advertiser: Obama/D/President

Alt Order #: 06278655 Product Desc: OBAMA FOR AMERICA WKYC

Flight Dates: 10/16/12 - 10/22/12 Estimate: 1537

Ln Ch	Start	End	Inventory Code	Break	Start/End	Time	Days	Len S	pots	Rate Pri	Rtg Type	Spots	Amount
35 WKYC	10/21/1	2 10/21/12	Browns Tonight Browns Tonight	СМ	Browns Tor	night	S	:30	1	\$950.00 P-5	0.00 NM	1	\$950.00
Star Week: 10/	rt Date	End Date 10/21/12	Weekdays	Spots/Week	Rate \$950.00	Rati 0	<u>ng</u> .00						
			Su 12-1230p	CM	12-1230p /S		S	:30	1	\$100.00 P-5	0.00 NM	1	\$100.00
Stor	rt Date	End Date	Channel 3 News Weekdays	Spots/Week	Pata	Rati	na						
Week: 10/		10/21/12	S	<u>3pois/week</u>	Rate \$100.00		00						
37 WKYC	10/21/1	2 10/21/12	5A-530A Hometime	СМ	5a-530a		S	:30	1	\$125.00 P-5	0.00 NM	1	\$125.00
Star Week: 10/	rt Date	End Date 10/21/12	Weekdays S	Spots/Week	Rate	Rati							
			NFL Pregame Sh	ow CM	\$125.00 NFL Pre-Ga	ame	.00	:30	1	\$1,000.00 P-5	0.00 NM	1	\$1,000.00
Star	rt Date	End Date	NFL Pre-Game Weekdays	Spots/Week	(7:00 PM-8:	00 PM) Rati							
Week: 10/	15/12	10/21/12	S	1	\$1,000.00	0.	00						
39 WKYC	10/21/1	2 10/21/12	NFL Pregame Sh NFL Pre-Game	ow CM	NFL Pre-Ga (7:00 PM-8:		S	:30	2	\$1,000.00 P-5	0.00 NM	2	\$2,000.00
Star Week: 10/	rt Date 15/12	End Date 10/21/12	Weekdays	Spots/Week 2	Rate \$1,000.00	Rati 0.	<u>ng</u> .00						
		2 10/21/12	NFL Regular Sea		NFL Footba	all	S	:30	2	\$7,500.00 P-5	0.00 NM	2	\$15,000.00
Star	rt Date	End Date	NFL Football Weekdays	Spots/Week	(8:00 PM-11 Rate	I:00 PM Rati							
Week: 10/	15/12	10/21/12	S	2	\$7,500.00	0.	.00						
41 WKYC	10/21/1	2 10/21/12	SUN TDY NBC Today Show	CM v (Su)	8a-9a		S	:30	2	\$350.00 P-5	0.00 NM	2	\$700.00
	rt Date	End Date	Weekdays	Spots/Week	Rate	Rati						İ	
Week: 10/ <sup>2</sup> 42 WKYC		10/21/12 2 10/21/12	Sun 9-1030a	CM	\$350.00 9a-1030a		.00 S	:30	3	\$350.00 P-5	0.00 NM	3	\$1,050.00
_	_		Channel 3 News		_								
<u>Star</u> //Week: 10	rt Date 15/12	End Date 10/21/12	Weekdays S	Spots/Week 3	Rate \$350.00	Rati 0.	<u>ng</u> .00						
43 WKYC	10/18/1	2 10/18/12	Thu Prime C Thu Prime C	СМ	10-11p		T	:30	1	\$2,800.00 P-5	0.00 NM	1	\$2,800.00
Star Week: 10/	rt Date	End Date 10/21/12	<u>Weekdays</u> T	Spots/Week	Rate \$2,800.00	Rati	<u>ng</u> .00						
		2 10/18/12		CM	8-9p		T	:30	1	\$1,800.00 P-5	0.00 NM	1	\$1,800.00
Star	rt Date	End Date	Thu Prime A <u>Weekdays</u>	Spots/Week	Rate	Rati	na						
Week: 10/	15/12	10/21/12	T		\$1,800.00		00						
45 WKYC	10/16/1	2 10/21/12	LN (M-Su) Late News (M-Su	CM ı)	11P-1135P		- TWTFSS	:30	8	\$950.00 P-5	0.00 NM	8	\$7,600.00
Star Week: 10/	rt Date 15/12	End Date 10/21/12	Weekdays - TWTFSS	Spots/Week 8	Rate \$950.00	Rati 0	<u>ng</u> .00						
		2 10/16/12		СМ	8-9p		- T	:30	1	\$2,800.00 P-5	0.00 NM	1	\$2,800.00
	rt Date	End Date	Weekdays	Spots/Week		Rati							
Week: 10/		10/21/12		CM	\$2,800.00 10-11p		.00 W	:30	1	\$2,000.00 P-5	0.00 NM	1	\$2,000.00
			Wed Prime C		·					<del>*</del> -,***********************************			<del>-</del> ,
Star Week: 10/	rt Date 15/12	End Date 10/21/12	<u>Weekdays</u> W	Spots/Week 1		Rati 0.	<u>ng</u> .00						
48 WKYC	10/17/1	2 10/17/12	Wed Prime A Wed Prime A	СМ	8-9p (8:00 PM-9:		W	:30	1	\$1,800.00 P-5	0.00 NM	1	\$1,800.00
Star	rt Date	End Date	Weekdays	Spots/Week	Rate	Rati							
Week: 10/		10/21/12	W	CM	* ,		00 w	.20		\$2,000,00 P. T	0.00 NIN4		<b>¢</b> 2 000 00
49 WKYC	10/17/1	2 10/17/12	Wed Prime B Wed Prime B	СМ	9-10p (9:00 PM-10		W 1)	:30	1	\$2,000.00 P-5	0.00 NM	1	\$2,000.00
Star	rt Date	End Date	Weekdays	Spots/Week	Rate	Rati	<u>ng</u>					I	

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Alt Order #: 06278655 Product Desc: OBAMA FOR AMERICA WKYC

Flight Dates: 10/16/12 - 10/22/12 Estimate: 1537

Ln Ch	Start	End	Inventory Code	Break	Start/End T	ïme [	Days	Len Sp	oots	Rate Pri	Rtg Type	Spots	Amount
49 WKYC	10/17/1	2 10/17/12	Wed Prime B Wed Prime B	СМ	9-10p (9:00 PM-10:		W	:30	1	\$2,000.00 P-5	0.00 NM	1	\$2,000.00
Star Week: 10/	rt Date 15/12	End Date 10/21/12	<u>Weekdays</u> W	Spots/Week 1	Rate \$2,000.00	Rating 0.00							
50 WKYC			Days of Our Lives	CM	1p-2p			:30	2	\$200.00 P-5	0.00 NM	2	\$400.00
Star Week: 10/2	rt Date	End Date 10/28/12	Weekdays M	Spots/Week 2	Rate \$200.00	Rating 0.00							
51 WKYC			M-F 10-11a	CM	10a-11a			:30	1	\$100.00 P-5	0.00 NM	1	\$100.00
	rt Date	End Date	M-F 10-11a Weekdays	Spots/Week	Rate	Rating							
Week: 10/2 52 WKYC		10/28/12 2 10/22/12	M Tonight Show	CM	\$100.00 1135p-1237a	0.00 a M-		:30	1	\$450.00 P-5	0.00 NM	1	\$450.00
Star	rt Date	End Date	Tonight Show Weekdays	Spots/Week	Rate	Rating							
Week: 10/2		10/28/12	M	1	\$450.00	0.00							
53 WKYC	10/22/1	2 10/22/12	M-F 10-11a M-F 10-11a	СМ	10a-11a	М-		:30	2	\$100.00 P-5	0.00 NM	2	\$200.00
Star Week: 10/2	rt Date 22/12	End Date 10/28/12	Weekdays M	Spots/Week 2	Rate \$100.00	Rating 0.00							
54 WKYC	10/22/1	2 10/22/12	Late Night Late Night w/Jimr	CM ny Fallon	1237a-136a	M-		:30	1	\$150.00 P-5	0.00 NM	1	\$150.00
	rt Date	End Date	Weekdays M	Spots/Week	Rate	Rating							
Week: 10/2		10/28/12 2 10/22/12	M-F 11a-1230p	CM	\$150.00 11a-1230p	0.00 M-		:30	1	\$200.00 P-5	0.00 NM	1	\$200.00
			11a-1230p					.00	·	Ψ=00.001. 0	0.00	·	Ψ=00.00
Star Week: 10/2	rt Date 22/12	End Date 10/28/12	<u>Weekdays</u> M	Spots/Week 1	<u>Rate</u> \$200.00	Rating 0.00							
56 WKYC	10/22/1	2 10/22/12	Last Call Last Call w/Carso	CM on Dalv	135a-205a (1:35 AM-2:0			:30	1	\$50.00 P-5	0.00 NM	1	\$50.00
Star Week: 10/2	rt Date 22/12	End Date 10/28/12	Weekdays M	Spots/Week	Rate \$50.00	Rating 0.00							
		2 10/22/12	M-F 2-3p Rachel Ray	СМ	2-3p			:30	2	\$200.00 P-5	0.00 NM	2	\$400.00
	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating							
Week: 10/2		10/28/12 2 10/22/12	M M-F 3-4p	CM	\$200.00 3p-4p	0.00 M-		:30	2	\$200.00 P-5	0.00 NM	2	\$400.00
			The Doctors					.00	_	Ψ=00.00.	0.00	_	ψ.σσ.σσ
<u>Star</u> Week: 10/2	rt Date 22/12	End Date 10/28/12	Weekdays M	Spots/Week 2	Rate \$200.00	Rating 0.00							
59 WKYC	10/22/1	2 10/22/12	M-F 4-5p Ellen Degeneres	СМ	4p-5p	M-		:30	2	\$300.00 P-5	0.00 NM	2	\$600.00
Star Week: 10/2	rt Date	End Date 10/28/12	Weekdays M	Spots/Week 2	Rate \$300.00	Rating 0.00							
		2 10/22/12	M-F 430a-5a	CM	430a-5a			:30	1	\$50.00 P-5	0.00 NM	1	\$50.00
Star	rt Date	End Date	430a News Weekdays	Spots/Week	Rate	Rating							
Week: 10/2		10/28/12	M	1	\$50.00	0.00							
61 WKYC	10/22/1	2 10/22/12	M-F 5-6a Channel 3 News	CM @ 5AM	5a-6a	M-		:30	2	\$50.00 P-5	0.00 NM	2	\$100.00
Star Week: 10/2	rt Date 22/12	End Date 10/28/12	<u>Weekdays</u> M	Spots/Week 2	<u>Rate</u> \$50.00	Rating 0.00							
		2 10/22/12		СМ	5p-6p			:30	2	\$500.00 P-5	0.00 NM	2	\$1,000.00
	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating							
Week: 10/2		10/28/12	M M-F 6-630p	CM 2	\$500.00 6p-630p	0.00 M		:30	1	\$750.00 P-5	0.00 NM	1	\$750.00
OS VVNIC	1U/ZZ/ 1.	L 10/22/12	Channel 3 News		υ <b>ρ-</b> υσυ <b>ρ</b>			.50	'	ψι 30.00 Ε-3	U.UU INIVI	'	φι 50.00
<u>Star</u>	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						l	

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WKYC

Order / Rev: 706669

Advertiser: Obama/D/President

06278655

Product Desc: OBAMA FOR AMERICA

Flight Dates: 10/16/12 - 10/22/12

Alt Order #:

Estimate:

1537

Ln Ch Start End	Inventory Code Break	Start/End T	ime Days	Len Spots	Rate Pri	Rtg Type	Spots	Amount
63 WKYC 10/22/12 10/22/12		6p-630p	М	:30 1	\$750.00 P-5	0.00 NM	1	\$750.00
	Channel 3 News at 6p	<b>-</b> .	<b>5</b>					
<u>Start Date</u> <u>End Date</u> Week: 10/22/12 <u>End Date</u>	Weekdays Spots/Week M 1	Rate \$750.00	Rating 0.00					
64 WKYC 10/22/12 10/22/12		6a-7a	M	:30 2	\$400.00 P-5	0.00 NM	2	\$800.00
64 WKYC 10/22/12 10/22/12	Channel 3 News Today @ 6AM		IVI	.30 2	\$400.00 P-5	U.UU INIVI	2	\$800.00
Start Date End Date	Weekdays Spots/Week	Rate	Rating					
Week: 10/22/12 10/28/12	M 2	\$400.00	0.00					
65 WKYC 10/22/12 10/22/12	Nightly News CM	M-Su 6:28p-	7p M	:30 1	\$1,500.00 P-5	0.00 NM	1	\$1,500.00
	Nightly News		•		. ,			, ,
Start Date End Date	Weekdays Spots/Week	Rate	Rating					
Week: 10/22/12 10/28/12	M 1	\$1,500.00	0.00					
66 WKYC 10/22/12 10/22/12	•	7-730p	M	:30 1	\$750.00 P-5	0.00 NM	1	\$750.00
	Channel 3 News at 7P							
Start Date End Date	Weekdays Spots/Week	Rate	Rating					
Week: 10/22/12 10/28/12	M 1	\$750.00	0.00		<b>*</b>		_	
67 WKYC 10/22/12 10/22/12	M-F 7-9a Today CM Today Show	7a-9a	M	:30 5	\$400.00 P-5	0.00 NM	5	\$2,000.00
Start Date End Date	•	Rate	Poting					
Week: 10/22/12 10/28/12	Weekdays Spots/Week M 5	\$400.00	Rating 0.00					
68 WKYC 10/22/12 10/22/12		730-8p	M	:30 1	\$750.00 P-5	0.00 NM	1	\$750.00
00 WICH 0 10/22/12 10/22/12	Entertainment Tonight	700 ор	111	.00	Ψ/00.001 0	0.00 14101	•	ψ/ 00.00
Start Date End Date	Weekdays Spots/Week	Rate	Rating					
Week: 10/22/12 10/28/12	<u>M 1</u>	\$750.00	0.00					
69 WKYC 10/22/12 10/22/12	M-F 9-10a Today II CM	9a-10a	M	:30 2	\$200.00 P-5	0.00 NM	2	\$400.00
	Today Show II	(9:00 AM-10:	00 AM)					
Start Date End Date	Weekdays Spots/Week	Rate	<u>Rating</u>					
Week: 10/22/12 10/28/12	M 2	\$200.00	0.00					
70 WKYC 10/22/12 10/22/12	'	11P-1135P	M	:30 1	\$950.00 P-5	0.00 NM	1	\$950.00
<b>9 9 9 9</b>	Late News (M-Su)	<b>-</b> .	<b>5</b>					
<u>Start Date</u> <u>End Date</u> Week: 10/22/12 10/28/12	Weekdays Spots/Week M	Rate	Rating					
vveek: 10/22/12 10/28/12	ivr 1	\$950.00	0.00				004	¢400,005,00

Totals 231 \$128,825.00